LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
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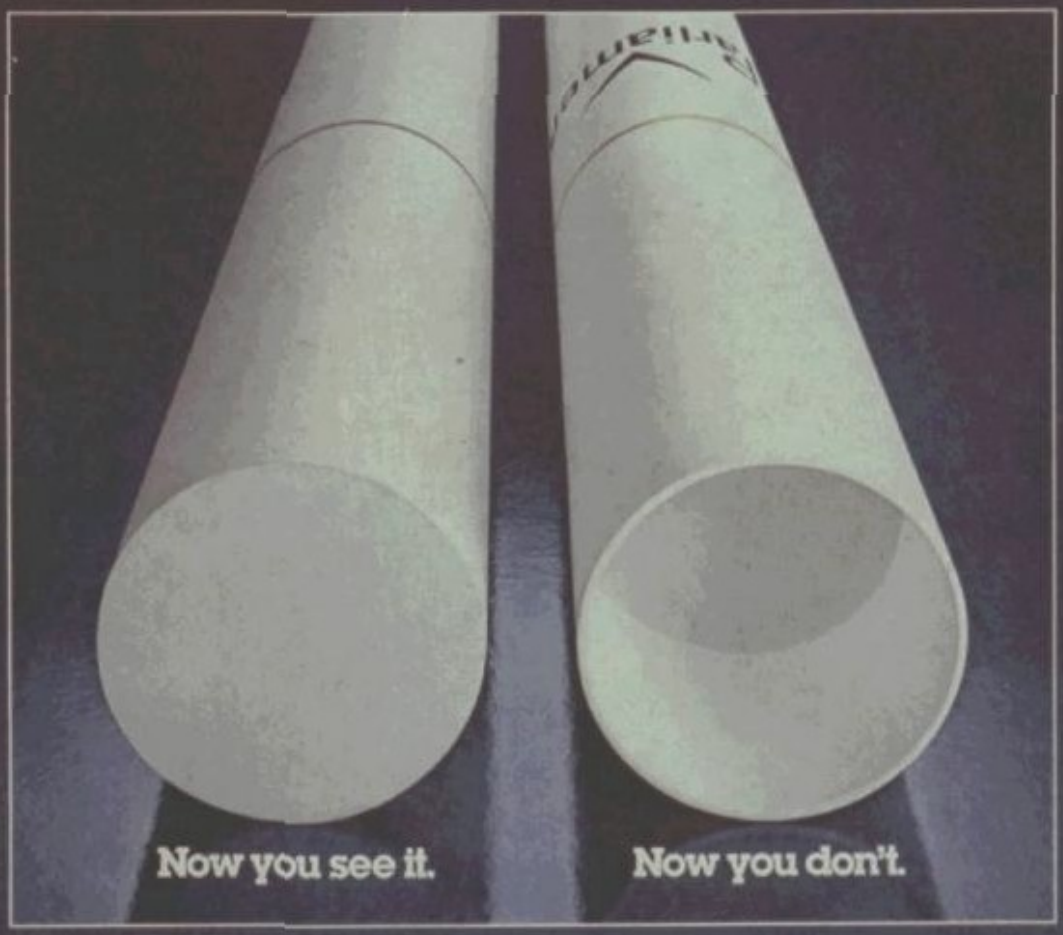

Parliament Lights' famous recessed filter works a little magic flush filters don't.

You see, that clean quarter-inch of nothing keeps tar buildup from touching your lips.

So you taste the tobacco. Not the filter. Which is why Parliament Lights are so tastefully light.

And for just a quarter-inch, that's quite a feat.

Only Parliament Lights has the famous recessed filter.

Available in Soft Pack, Box and 100's.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

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Soft Pack: 9 mg "tar," 0.7 mg nicotine—Box: 10 mg "tar," 0.7 mg nicotine—100's: 12 mg "tar," 0.8 mg nicotine av. per cigarette, FTC Report Dec. '79.

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